

## PUBLIC RELATIONS DIRECTOR

DISTINGUISHING FEATURES OF THE CLASS: This position involves the performance of professional public relations activities in order to develop public interest and understanding of the hospital, its services and its role in the community and to provide a central source of information concerning the hospital, its operations and policies. Work is performed under the general direction of the Hospital Administrator with wide leeway permitted for the use of independent judgment. Supervision may be exercised over clerical staff. Does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative Only) Develops, reviews and recommends public relations policies for a professional and non-professional staff and volunteers; Develops programs that will result in community identification for the hospital; Plans public information programs, writes news releases and works with area media; Plans and arranges media coverage for open houses and seminars; Plans, organizes, solicits and directs volunteer participation in public relations programs; Organizes and conducts visitors tours of facility and addresses civic, business and local service organizations; Represents hospital at community affairs; Writes articles for publications and prepares graphic material for special reports; Develops internal communications programs to promote management, administrative and personnel policies within facility.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Thorough knowledge of publicity principles and methods; good knowledge of principles of journalism; good knowledge of hospital organization and publications relating to service, youth and other groups interested in hospital activities and/or service; ability to prepare interesting talks and articles and to address an audience effectively; ability to get along with others; initiative; resourcefulness; courtesy; tact; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Either:

- A. (1) Graduation from a regionally accredited New York State registered four year college or university with a Bachelor' s Degree, (2) and one year of promotional public relations or journalism experience; OR
- B. Five years of experience as described in (A) above; OR
- C. An equivalent combination of training and experience as defined by the limits of (A) and (B) above.

Adopted 10/21/82

Reviewed 9/25/96

Reviewed 5/4/98